

# 3 Strategies to Help Increase Visibility As an Indie Artist

**Kevin Sparkman | WieRok Entertainment**

Socials | Music & Playlisting | #1 App (IMHO)

**+1 Bonus!**

Overview of what we will be (quickly) discussing today...



### **Are you taking TikTok seriously?**

Data suggests that 67% of TikTok users are likely to explore songs on other streaming platforms after encountering them on TikTok, with 75% of these users discovering new artists via TikTok.

Going “viral” is unpredictable, however:

- “Add to Music App” directly/instantly bridges gap from discovery to engagement/becoming fan-follower
- High engagement on TikTok correlates with increased streaming, with U.S. users twice as likely to find new music through the app
- 38% of U.S. users attend concerts and 45% buy merchandise

MusicCareers.org  
[How TikTok Influences Music Discovery and Streaming](#)

Can no longer deny, ignore and/or really fight it—TikTok has to be a major tool of your social marketing arsenal

In our artist management roles, when we are meeting with major label executives TikTok following & engagement is a common denominator in discussions



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Long before "Good Day" was heard on K-LOVE, it was soundtracking countless reels on TikTok as users adopted the feel-good song as their personal anthem. Frank's viral traction appears to be the secret to his seemingly overnight success thus far. His social platforms are filled with content challenging the idea that Christian music is boring. His evidence to the contrary? His original beat-heavy songs like "Good Day."

YEAR-END CHARTS  
**Top New Christian Artists**  
ALL YEAR-END CHARTS

2023

1	Forrest Frank	+
2	Hulvey	+

KLOVE.com

[Forrest Frank Serves Up Eternal Optimism on Vibey Confection 'Good Day'](#)

Forrest Frank, Josiah Queen, Hulvey, David Kushner ... just 4 quick examples of recent artists who have contributed to changing the game by bypassing traditional models and calling their own shots by building a large following on TikTok and other short-form media delivery platforms

AN NRT EXCLUSIVE EDITORIAL

## Christian Music's New Era

Independent Christian artists are no longer just releasing records.  
They're breaking them.



Posted: July 27, 2024 | By: [KevinMcNesse\\_NRT](#)  
[NRT Editorial RSS Feed](#)

New Release Today  
[Christian Music's New Era](#)

### Josiah Queen:

- 2.2M Spotify monthly listeners
- On May 24 his album debuted #1 on Billboard. Rare for an indie artist—the album was the largest streaming debut in CCM history
- Posts on TikTok about 4-5x a week (101.9k followers)

### Forrest Frank:

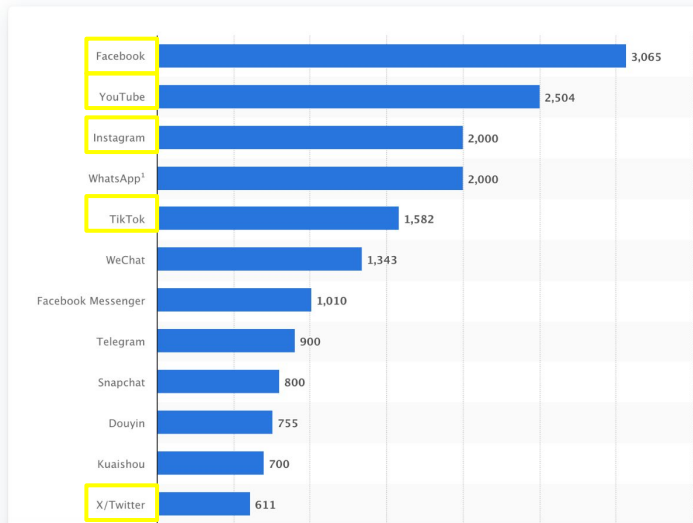
- Jul 19 dropped an album that streamed 3x what Queen's did a month prior
- He (and Queen) are the first 2 indie artist's to be nominated for Dove New Artist of Year (55 years)
- Posts on TikTok about 5-6x a week (644.4k followers)

### David Kushner:

- 21M Spotify monthly listeners
- 1B+ streams in 1 year
- 13.7B TikTok views
- "Daylight" video (at time of article) approaching 300M views on YouTube
- Posts on TikTok daily (sometimes 2x or 3x/day) [4.8M followers]

## Most popular social networks worldwide as of April 2024, by number of monthly active users

(in millions)



Statista  
[Most used social networks 2024, by number of users](#)

Another dimension to consider in this is the average demographic for each platform

Also, don't forget to diversify the medium of your content: Stories, Reels, Shorts, Static w/music, etc.

Another BIG "also..." CONTENT DIVERSIFICATION (this is an entirely whole other session)

# Getting playlisted...

**...should never be your marketing plan/strategy**

Getting playlisted should never be your marketing plan/strategy

- there's never any guarantee
- DSP editorial consider themselves THE global tastemakers (they can sniff out inauthenticity within 3-seconds of a track)
- playlist placements are temporary...everything from flash-in-the-pan to several months at-best (the strongest, most-followed playlists are lists that get recycled every 2-3 weeks)
- your music should be a true reflection of your artistry, emotion & feeling anyway

Play THEIR game: Create an Artist Playlist

- Identify your theme/niche
- BUILD COMMUNITY with your peers. Use tracks that inspire your own music. Look for the latest music from similar artists. Use platforms like SubmitHub or Groover to take submissions. (Pandora feature)
- Share...share...share
- This takes a lot of work and a lot of digging (even investigative work, at times) to communicate & build rapport with other curators, but over time, it could be worth it
- Source:

<https://syntaxcreative.com/academy/guide-to-playlisting/master-music-discovery-create-your-own-playlist-and-boost-your-streaming-success/>

What if you do get playlisted?

- Engage with the editors & platforms on socials, etc.
- Keep all of your DSP platform profiles up to date, esp. while you're releasing new

music (when fans are drawn to your music, they're going to eventually land on your profile—make sure they can access you)

- Source:

<https://syntaxcreative.com/academy/guide-to-playlisting/what-to-do-when-you-do-get-playlisted/>

More: <https://syntaxcreative.com/academy/what-to-do-when-you-dont-get-playlisted/>



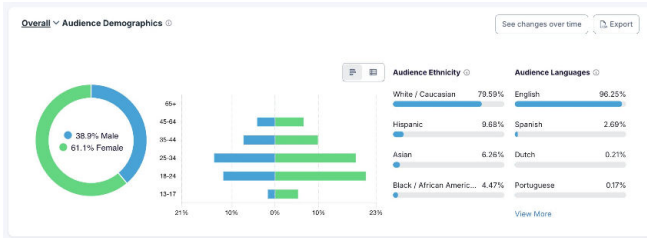


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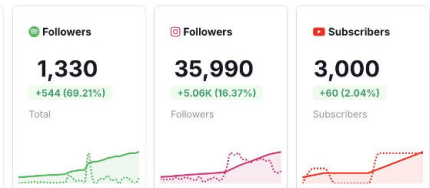
Chartmetric is an advanced analytics platform designed specifically for the music industry. It aggregates data from streaming platforms like Spotify and Apple Music, social media networks, and radio airplay. This provides a comprehensive view of an artist's performance, fan engagement, and market trends- all in one place.

Syntax Creative  
[How Chartmetric's Data-Driven Insights Empower Artists](#)

One tool of the trade that currently tops the list is Chartmetric—what is it (see above)?



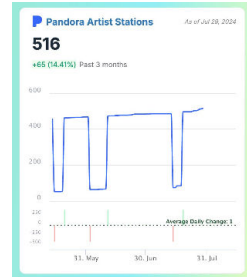
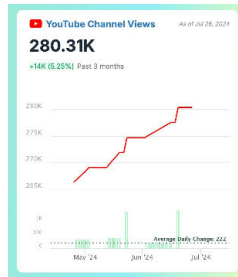
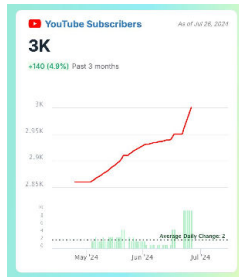
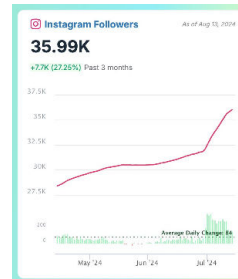
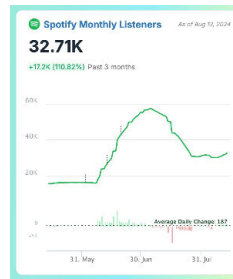
**Audience Summary** Monthly Changes Displayed



The convenience factor: This platform puts it all together in a one-stop shop, vs. having to pull metrics from many different sources.

1. Example of a high-level demographic breakdown
2. Example of high-level audience breakdown

In most cases, these individual data points offer more detailed information and breakdowns



The convenience factor: This platform puts it all together in a one-stop shop, vs. having to pull metrics from many different sources.

1. Various social & streaming metrics

In most cases, these individual data points offer more detailed information and breakdowns



Audience Brand Affinity				Audience Sector Affinity			
Search by Brand				Search by Interest			
Brand	Followers	Percent	Brand Af	Interest	Followers	Percent	Sector Affi
Walt Disney	3,793	12.01 %		Friends, Family & Relationships	12,653	40.05 %	
Apple	3,655	11.57 %		Music	11,684	36.99 %	
Spotify Music	3,212	10.17 %		Toys, Children & Baby	10,632	33.65 %	
Starbucks	2,326	7.36 %		Sports	9,663	30.59 %	
Amazon	1,717	5.43 %		Restaurants, Food & Grocery	9,331	29.54 %	

### Utilizing Brand Affinity in Chartmetric to inform potential social media content

- Be cautious to present content subtly and naturally (obvious “product placement” or “name dropping” will result in unfollows)
- Based on above, here are two prospective post ideas: 1) “I wrote ‘Song Title’ about the relationship between my father and I, and how he influenced so much of my creativity—learn more about how he spoke into this song by seeing my new ‘Clip’ on Spotify,” 2) “It is our family’s dream to one day take a week’s vacation to Disney World—here are our Top 5 things to do at Disney when we go. What are yours?”
- Example of what not to do: “I’m sitting here at my favorite Starbucks (sip—mermaid logo centered above hand), listening to my new song ‘Song Title’ on Apple Music that just dropped on Friday and it got me thinking—how fun would it be to have ‘Song Title’ playing through my earbuds while we wait in line for the Pirates of the Caribbean Ride”



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**Free 14-day trial**

“Artist” Account:

- \$10/mo (\$120/yr)
- Pay yearly: \$60/yr (\$5/mo)

With this account, you can:

- Gather social & streaming insights
- Audience geography, demographics & brand affinity
- Playlist data
- Radio airplay
- Basic data on other artists

1. Among Chartmetrics many available data points, the “Playlist data” is worth mentioning for many reasons, but mainly, 1) because it keeps track of any/all playlist adds, etc., and 2) it's a very helpful tool for playlist creation metrics for maximum potential engagement
2. For indie artists, you just need an “Artist” account. Pay the yearly fee & get it for \$5/mo, sacrifice a Starbucks for the betterment of your music career. There are plans for agencies, labels, etc., that are more expensive. The “Artist” plan gives you everything you need at this level.

# Bonus: At the End of the Day...

## ...It's All Still About The Song/Music

Strive for excellence, and be excellent at what you do

If your dream is to be an artist, are you:

- Practicing and refining your craft EVERY DAY
- Are you working with a coach? Asking for feedback? Performing/speaking in front of a mirror/video camera/phone, etc.?
- Adding to your skillset? Example: Are you writing every day? Are you learning to write?
- Are you performing at least 2x a week in front of a crowd (any size crowd)?
- Are you willing to take constructive criticism? Example: Graphic design artist of 20+ years (hard to work with—finally had to adapt). Music producer of 20+ years (does masterful work, but in this day and age, he needed to be turning completed projects around much faster—"adapt or die," Moneyball)



**Adapt or die.**



WieRok | Kevin Sparkman